CLAIMS

1.   (Currently Amended) A <u>computer implemented</u> method comprising:

     providing a list of advertisements to be displayed to a user, wherein one or more of the advertisements comprise

         a link to be selected by the user to establish a telephonic connection to conduct a real time, ~~person to person, live~~ communication between the user and an advertiser,

         a rate to compensate the user to conduct the ~~real time, person to person, live~~ <u>real time</u> communication with the advertiser, and

         an indicia of whether the advertiser is currently available for ~~real time, person to person, live~~ <u>real time</u> communication with the user;

     receiving, from the user, a selection of the link from the list of advertisements;

     responsive to the selection of the link, <u>causing the</u> establishing <u>of</u> the telephonic connection for a session of <u>the</u> real time, ~~person to person, live communications~~ <u>communication</u> between the user and the advertiser to advertise one or more items;

     <u>via a computer,</u> compensating the user based on the rate and a duration of the real time, ~~person to person, live communications~~ <u>communication</u> between the user and the advertiser to generate a balance to be paid to the user; and

     during the session, allowing the user to purchase the one or more items advertised by the advertiser in the session of <u>the</u> real time, ~~person to person, live communications~~ <u>communication</u> by deducting from the balance to be paid to the user.

2.   (Previously Presented) The method of claim 1, further comprising:

     receiving a request from an advertiser to establish an interactive advertising link; and

     placing a link for an interactive advertisement among the advertisements.

3.   (Original) The method of claim 2, further comprising:

     generating a record in an advertiser database, the record including advertiser information contained in the request, wherein the advertiser information includes one or more of a compensation price, real-time advertiser availability, specific type of the

advertisement, languages spoken by the advertiser and additional compensation incentives.

4.   (Previously Presented) The method of claim 1, wherein the compensating the user further comprises:

billing the advertiser a billing amount for each interaction with the user; and

transferring the billing amount to the user.

5.   (Previously Presented) The method of claim 4, wherein the billing the advertiser further comprises:

measuring a duration of the interaction between the user and the advertiser; and

calculating the billing amount for the advertiser based on the duration of the interaction and the rate paid by the advertiser.

6.   (Canceled)

7.   (Previously Presented) The method of claim 1, wherein the list of advertisements is provided in response to a selection of one or more of a category of advertisers, an advertiser payment price, advertiser type and advertisement.

8.   (Currently Amended) The method of claim 1, further comprising:

receiving a request from a user for connection to an interactive advertisement system via a communications link;

causing the establishing of a connection between the user and the interactive advertisement system to provide the user with an interaction with a chosen advertiser; and

providing the user with a list of multiple advertisement types available from the interactive advertisement system.

9.   (Currently Amended) The method of claim 1, wherein the selection of the link comprises the selection of an interactive seminar link to a selected interactive seminar; the establishing of the connection further comprises:

establishing a ~~real-time~~ real time video communications link between one or more users and an advertiser of the selected interactive seminar; and

providing additional incentive-based links to the one or more users to provide additional
feedback.

10.   (Previously Presented) The method of claim 1, further comprising:
providing additional incentive-based links to one or more users to provide additional
feedback.

11.   (Previously Presented) The method of claim 1, wherein the compensating the user further
comprises:
enabling the user to purchase an advertised product with limited availability, such that the
user is compensated by having the ability to purchase the advertised product.

12.   (Original) The method of claim 11, further comprising:
charging the user a predetermined amount such that the user is compensated by having
the ability to purchase the advertised product; and
transferring the predetermined amount to the advertiser.

13.   (Canceled)

14.   (Previously Presented) The method of claim 1, further comprising:
responsive to receiving, from an advertiser interface, a request to activate an interactive
seminar advertised by one of the advertisements, activating the seminar to allow
one or more users to select and participate in the interactive seminar; and
responsive to receiving, from the advertiser interface, a request to de-activate the
interactive seminar, de-activating the interactive seminar to prevent additional
users from participating in the interactive seminar.

15.   (Canceled)

16.   (Currently Amended) A computer readable storage medium including program
instructions that direct a computer to perform a method comprising:
providing a list of advertisements to be displayed to a user, wherein one or more of the
advertisements comprise

a link to be selected by the user to establish a telephonic connection to conduct a

real time~~, person to person, live~~ communication between the user and an

advertiser,

a rate to compensate the user to conduct the ~~real time, person to person, live~~ real

time communication with the advertiser, and

an indicia of whether the advertiser is currently available for ~~real time, person to

person, live~~ real time communication with the user;

receiving, from the user, a selection of the link from the list of advertisements;

responsive to the selection of the link, causing the establishing of the telephonic

connection for a session of the real time~~, person to person, live communications~~

communication between the user and the advertiser to advertise one or more

items;

compensating, via a computer, the user based on the rate and a duration of the real time~~,

person to person, live communications~~ communication between the user and the

advertiser to generate a balance to be paid to the user; and

during the session, allowing the user to purchase the one or more items advertised by the

advertiser in the session of the real time~~, person to person, live communications~~

communication by deducting from the balance to be paid to the user.

17.   (Previously Presented) The computer readable storage medium of claim 16, the method

further comprising:

receiving a request from an advertiser to establish an interactive advertising link; and

placing a link for an interactive advertisement among the advertisements.

18.   (Previously Presented) The computer readable storage medium of claim 17, the method

further comprising:

generating a record in an advertiser database, the record including advertiser information

contained in the request, wherein the advertiser information includes one or more

of a compensation price, real-time advertiser availability, specific type of the

advertisement, languages spoken by the advertiser and additional compensation

incentives.

19.   (Previously Presented) The computer readable storage medium of claim 16, wherein the

compensating the user further comprises:

billing the advertiser a billing amount for each interaction with the user; and

transferring the billing amount to the user.

20.   (Previously Presented) The computer readable storage medium of claim 19, wherein the

billing the advertiser further comprises:

measuring a duration of the interaction between the user and the advertiser; and

calculating the billing amount for the advertiser based on the duration of the interaction

and the rate paid by the advertiser.

21.   (Canceled)

22.   (Previously Presented) The computer readable storage medium of claim 16, wherein the

list of advertisements is provided in response to a selection of one or more of a category

of advertisers, an advertiser payment price, advertiser type and advertisement.

23.   (Currently Amended) The computer readable storage medium of claim 16, wherein the

method further comprises:

receiving a request from a user for connection to an interactive advertisement system via

a communications link;

causing the establishing of a connection between the user and the interactive

advertisement system to provide the user with an interaction with a chosen

advertiser; and

providing the user with a list of multiple advertisement types available from the

interactive advertisement system.

24.   (Currently Amended) The computer readable storage medium of claim 16, wherein the

selection of the link comprises the selection of an interactive seminar link to a selected

interactive seminar; the establishing of the connection further comprises:

establishing a real-time real time video communications link between one or more users

and a provider of the selected interactive seminar;

providing additional incentive-based links to the one or more users to provide additional feedback; and

enabling the one or more users to purchase one or more items advertised by the interactive seminar.

25.   (Previously Presented) The computer readable storage medium of claim 16, wherein the method further comprises:

providing additional incentive-based links to one or more users to provide additional feedback; and

enabling the one or more users to purchase one or more items advertised by the selected link.

26.   (Previously Presented) The computer readable storage medium of claim 16, wherein the compensating the user further comprises:

enabling the user to purchase an advertised product with limited availability, such that the user is compensated by having the ability to purchase the advertised product.

27.   (Previously Presented) The computer readable storage medium of claim 16, the method further comprising:

charging the user a predetermined amount such that the user is compensated by having the ability to purchase the advertised product; and

transferring the predetermined amount to the advertiser.

28.   (Canceled)

29.   (Previously Presented) The computer readable storage medium of claim 16, wherein the method further comprises:

responsive to receiving, from an advertiser interface, a request to activate an interactive seminar advertised by one of the advertisements, activating the seminar to allow one or more users to select and participate in the interactive seminar; and

responsive to receiving, from the advertiser interface, a request to de-activate the interactive seminar, de-activating the interactive seminar to prevent additional users from participating in the interactive seminar.

30.   (Canceled)

31.   (Currently Amended) An online incentive-based advertising system comprising:

a user interface to provide a list of advertisements to be displayed to a user, wherein one

or more of the advertisements comprise

a link to be selected by the user to establish a telephonic connection to conduct a

real time, ~~person to person, live~~ communication between the user and an

advertiser,

a rate to compensate the user to conduct the ~~real-time, person to person, live~~ real

time communication with the advertiser, and

an indicia of whether the advertiser is currently available for ~~real-time, person to~~

~~person, live~~ real time communication with the user;

a processor [[to]], responsive to a selection of the link from the list of advertisements, to

cause the establishing of ~~establish~~ the telephonic connection for a session of the

real time, ~~person to person, live communications~~ communication between the user

and the advertiser to advertise one or more items;

a compensation unit to compensate the user based on the rate and a duration of the real

time, ~~person to person, live communications~~ communication between the user and

the advertiser to generate a balance to be paid to the user; and

a unit to allow the user to purchase, during the session, the one or more items advertised

by the advertiser in the session of the real time, ~~person to person, live~~

~~communications~~ communication by deducting from the balance to be paid to the

user.

32.   (Previously Presented) The system of claim 31, wherein the user interface:

provides the user with a list of fields of advertisements, accepts a type of advertisements

desired by the user, provides the user with a list of interactive advertisements

stored in an advertisement database which match the type of advertisement

desired by the user, and receives the selection from the user.

33.   (Previously Presented) The system of claim 31, further comprising:

an advertiser interface to receive a request from an advertiser to establish an interactive advertising link, and generate a record in an advertisement database, the record including provider information contained in the request.

34.   (Original) The system of claim 33, wherein the provider information includes one or more of a compensation price, real-time advertiser availability, specific type of the advertisement, languages spoken by the advertiser and additional compensation incentives.

35.   (Previously Presented) The system of claim 31, further comprising:

a public switched telephone network interface coupled to the processor to connect the user to the advertiser.

36.   (Previously Presented) The system of claim 31, further comprising:

a wireless communications network interface coupled to the processor to connect the user to the advertiser.

37.   (Previously Presented) The system of claim 31, wherein the connection comprises:

a video link to connect the user to the advertiser.

38.   (Previously Presented) The system of claim 31, wherein the connection comprises:

a voice communication link to connect the user to the advertiser.

39.   (Previously Presented) The system of claim 31, further comprising:

a banner advertisement link module to generate an interactive advertisement link as a banner advertisement in a web page.

40.   (Previously Presented) The system of claim 31, further comprising:

a banner advertisement link module to generate an interactive advertisement link as a banner advertisement in a web page returned from a search engine web site.

41.   (Previously Presented) The method of claim 1, wherein the selection of the link comprises a selection of a link to an interactive poll; and wherein a user selecting the poll is compensated for providing a response to the poll.

42.   (Previously Presented) The method of claim 1, wherein the providing the list of advertisements comprises providing a web page including one or more interactive advertising links to receive the selection.

43.   (Previously Presented) The method of claim 42, wherein the connection for real time communications between one or more users and the advertiser is separate from a communications link used in the providing of the web page.

44.   (Previously Presented) The method of claim 1, wherein the establishing of the connection comprises:

conferencing together a first telephone call to the user and a second telephone call to the advertiser.

45.   (Previously Presented) The method of claim 44, wherein the establishing of the connection comprises joining the user with a current session of the advertiser communicating with more than one user who has selected the link.